



# National Association of Emergency and Fire Officials

## Sponsorship Guidelines

Category: ADMINISTRATIVE

Policy Number 9

Approved: February 14, 2009

Revised: December 12, 2020  
January 7, 2023

### REFERENCE

### SCOPE

This policy applies to any Sponsor that registers with the National Association of Emergency and Fire Officials (NAEFO) for sponsorship of NAEFO's mission and vision and also for any opportunities for any events hosted by NAEFO.

### PURPOSE

To establish clear guidelines for NAEFO Sponsors.

### POLICY

#### 9.10 PLATNIUM SPONSOR - \$1,000.00 (~~Renew annually~~Annual Term)

- ~~Free exhibitor booth space at NAEFO Conference with Two-two~~ (2) complimentary ~~exhibitor badges-conference registrations including breakfast, lunch, and Welcome Reception.~~
- ~~Two (2) optional complimentary one-year Associate memberships.~~
- Opportunity for sponsor representative to give a 2010-minute address to the NAEFO conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the NAEFO conference-Conference and on-in the conference program, registration packet, website, and social media.
  - Sponsor name, logo, and brief (150-word) organizational bio will appear in the conference-Conference registration packetprogram.
  - ~~Named breakfast and lunch Sponsor~~
  - Sponsor ~~to-provide~~ d one-half page ad for the Conference program.
  - Sponsor name and logo will appear on the NAEFO website ~~and social media~~ for one (1) year.
- Opportunity to provide marketing material ~~to attendees at conference and other~~ NAEFO events.
- ~~Opportunity for a prize give away for the attendees during the Conference Welcome Reception.~~

- ~~Sponsor to be responsible for providing skirting, signage/banner, etc.~~

### 9.12 GOLD SPONSOR - \$750.00 (~~Renew annually~~Annual Term)

- Booth space discount of 50% at NAEFO Conference with ~~Two two~~ (2) complimentary conference exhibitor badges registrations, including breakfast, lunch, and Welcome Reception for one.
- ~~One (1) optional complimentary one-year Associate membership.~~
- One (1) optional discounted one-year Associate membership. Opportunity for sponsor representative to briefly give a 10-minute address to the NAEFO conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the NAEFO conference and ~~on in~~ the conference program, ~~registration packet~~, website, and social media.
  - Sponsor name, logo, and brief (~~100-150~~-word) organizational bio will appear in the conference registration program.
  - ~~Named lunch Sponsor~~
  - Sponsor ~~to provided~~ one-half page ad for the Conference program.
  - Sponsor name and logo will appear on the NAEFO website and ~~social media~~ for one (1) year.
- Opportunity to provide marketing material ~~to attendees at conference and other~~ NAEFO events.
- ~~Opportunity for a prize give away for the attendees during the Conference Welcome Reception.~~
  - ~~Sponsor to be responsible for providing skirting, signage/banner, etc.~~

### 9.13 SILVER SPONSOR - \$500.00 (~~Renew annually~~Annual Term)

- Booth space discount of 50% at NAEFO Conference with two (2) ~~One (1)~~ complimentary conference registration, including breakfast, lunch and Welcome Reception exhibitor badges.
- ~~One (1) optional complimentary one-year Associate membership.~~
- Opportunity for sponsor representative to be introduced give a 10-minute address to the NAEFO conference attendees during one (1) lunch break (audio visual services NOT provided for luncheon address).
- Acknowledgement of sponsorship during the NAEFO Conference and ~~on in~~ the conference program, ~~registration packet~~, website, and social media.
  - Sponsor name, ~~and~~ logo, and brief (150-word) organization bio will appear in the conference registration program.
  - ~~Named Breakfast Sponsor~~
  - Sponsor ~~to provided~~ half one-quarter page ad for the Conference program.
  - Sponsor name and logo will appear on the NAEFO website and ~~social media~~ for six (6) months one (1) year.

- Opportunity to provide marketing material ~~to attendees at conference and other~~ NAEFO events.
  - ~~Sponsor to be responsible for providing skirting, signage/banner, etc.~~

9.14 BRONZE SPONSOR - \$250.00 (~~Renew annually~~Annual Term)

- ~~• One (1) complimentary Welcome Reception.~~
- ~~• One (1) optional one-year discounted Associate membership.~~
- ~~• Opportunity for representative to be introduced to the conference attendees during one (1) lunch break.~~
- Acknowledgement of sponsorship during the conference ~~NAEFO Conference~~ and ~~on in the conference~~Conference program and registration packet.
  - Sponsor name, ~~and logo, and brief (150-word) organizational bio~~ will appear in the conference~~Conference~~ registration packet~~program~~.
  - ~~Named drink break~~
  - Sponsor ~~to provide~~ half one quarter page ad for the Conference program.
  - Sponsor name and logo will appear on the NAEFO website ~~and social media~~ for ~~three (3) months~~one (1) year.
- Opportunity to provide marketing material ~~to attendees~~ at ~~conference and other~~ NAEFO events.
  - ~~• Sponsor to be responsible for providing skirting, signage/banner, etc.~~
  - ~~•~~

9.15 SUPPORTER ~~-\$100.00~~

- ~~• Acknowledgement of support during the conference and on conference registration packet.~~
  - ~~Sponsor name and logo will appear in the conference registration packet.~~
  - ~~Named snack break~~
  - ~~Sponsor to provide quarter page ad.~~

Revision Date	Author	Revision
February 14, 2009	Unknown	Initial version
December 12, 2015	Unknown	Unknown
September 17, 2019	Monte Olsen	Renamed association; updated to reflect current conference settings; added table recapping benefits by sponsorship level; added revision table
December 12, 2020	Monte Olsen	Added discounted and complimentary one-year Associate memberships
<u>January 7, 2023</u>	<u>Monte Olsen</u>	<u>Removed Associate memberships, meals, breaks, and Welcome Reception; equalized organizational bio in Conference program and appearance of sponsor name and logo on NAEFO's website; updated table accordingly</u>



## NAEFO Sponsorship ~~Benefits~~

Sponsorship Levels	Sponsorship Fees***	Months-on-website**	Conference													Reception-Giveaways
			Participation				Named Food/Drink Sponsor				Program		Publicity			
			Conference Admission(s)	Welcome Reception	Lunchtime Address	Lunchtime Introduction	1 Breakfast	1 Lunch	1 Drink-Break	1 Snack-Break	Bio word count	Ad Page Size*	Audio Visual Display	Pgm Announcement	Org Information*	
<b>Platinum</b>	\$1,000	12	2	2	20 min	☉	☉	☉	-	-	150	1	☉	☉	☉	☉
<b>Gold</b>	\$750	12	2	1	10 min	☉	-	☉	-	-	100	1	☉	☉	☉	☉
<b>Silver</b>	\$500	6	1	1	-	☉	☉	-	-	-	1/2	☉	☉	☉	☉	☉
<b>Bronze</b>	\$250	3	-	1	-	☉	-	-	☉	-	1/2	☉	☉	☉	☉	☉
<b>Supporter</b>	\$100	-	-	-	-	-	-	-	-	☉	-	1/4	-	☉	-	-

\* Sponsor provided

\*\* Upon receipt of digital logo (includes posting of appreciation on social media, e.g., Facebook)

\*\*\* Please specify to whom should receive an invoice

<u>Sponsorship Benefits and Options</u>	<u>Platinum</u>	<u>Gold</u>	<u>Silver</u>	<u>Bronze</u>
<u>Sponsorship Costs</u>	<u>\$1,000</u>	<u>\$750</u>	<u>\$500</u>	<u>\$250</u>
<u>Booth Space Discount w/2 Complimentary Exhibitor Badges</u>	<u>100%</u>	<u>50%</u>	<u>25%</u>	<u>0%</u>
<u>10-Minute Conference Luncheon Address</u>	<u>✓</u>	<u>✓</u>	<u>✓</u>	
<u>Sponsor Acknowledgement in Conference Program, Website, &amp; Social Media</u>	<u>✓</u>	<u>✓</u>	<u>✓</u>	<u>✓</u>

<u>Sponsor provided Ad in Conference Program</u>	<u>½ Page</u>	<u>½ Page</u>	<u>¼ Page</u>	<u>¼ Page</u>
<u>Sponsor Name &amp; Logo on NAEFO Website for 1 year</u>	<u>✓</u>	<u>✓</u>	<u>✓</u>	<u>✓</u>

**For Questions Contact:**

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